

Barza: A social networking site for African farm radio broadcasters

By Nelly Bassily¹ and Blythe McKay, Farm Radio International

A Participant Reflection Paper prepared for the 2012 IDRC Canadian Learning Forum on Virtual Platforms, Knowledge Management and International Development.
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Abstract

Farm Radio International is a non-government organization that supports broadcasters who use rural radio broadcasts to small-scale farmers in sub-Saharan Africa. “Barza” is a recently-launched, online community where broadcasters across the continent can share ideas, scripts and other tools. This paper illustrates how FRI is supporting peer-learning through a dedicated, social network for professionals and the potential of virtual platforms for knowledge creation, sharing and production. Their experience also illustrates how “new media” (online VPs) can complement “old media” (radio) to create interactive learning opportunities that are accessible to local people even in remote areas. As the potential for mobile computing in Africa grows, FRI is considering the cost-benefit of extending the Barza community to smartphone users.

A) Introduction

Farm Radio International (FRI) is a non-government organization that supports broadcasters in meeting the food security needs of small-scale farmers and their families in rural communities in sub-Saharan Africa. As part of this work, FRI has created Barza, an online community for rural radio broadcasters (English site: <http://www.barzaradio.com> , French site: <http://www.barzaradio.com/fr>) that aims to increase the extent to which rural radio helps African smallholder farmers meet their food security, farming, and livelihood goals.

B) Farm Radio International’s Knowledge Management Objectives

Farm Radio International is a non profit organization that supports broadcasters in meeting the food security needs of small-scale farmers and their families in rural communities in sub-Saharan Africa. FRI is headquartered in Ottawa, Canada and has field offices in Mali, Ghana, Tanzania and Ethiopia. We also operate through strategic partners in Burkina Faso, Cameroon, Malawi, and Uganda.

FRI provides content resources for radio programs to 400 radio organizations and more than 2,000 individuals in 38 countries across sub-Saharan Africa. The majority of these organizations

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are community, state, or private radio stations. These content resources for broadcasters consist of script packages, Farm Radio Weekly (FRW) – our electronic news service and most recently Barza – the social networking site for African broadcasters. From time to time we also offer online training courses for broadcasters on how to develop a radio script on a specific agricultural and rural development topic. We are currently developing an online course for broadcasters on how to design and run a regular high quality program for farmers. One key aspect of the courses is that they are moderated by African e-facilitators that we have trained. We also emphasize peer exchange and group work; often participants want to keep communicating with each other beyond the end of the course.

To develop script and FRW news story ideas, we consult with partners, review feedback from broadcasters, and identify emerging issues and topics that rural communities are interested in. We then assign stories/script topics to our affiliated writers in Africa, most of whom are radio broadcasters at stations we work with. These writers research the topic, meet with farmers to gather their perspectives and experiences, and craft scripts or news stories.

We also actively cultivate knowledge sharing among farmers and between farmers and experts. Our staff editors work with the writers to finalize all items, and then compose issue packs – documents with background information on the topic and a list of further resources for them to consult on the subject, notes to broadcasters, descriptions of related resources and a new issue of *Voices*, our newsletter for broadcasting partners.

All scripts are sent to subject matter specialists to ensure that the content is technically accurate. The final materials are translated into a second language (English or French), printed, and distributed by post, email and on the web to radio organizations across Africa. Close to 1,000 scripts produced over 30 years are grouped on our website according to theme. Scripts and FRW are also searchable by key word. We are also beginning to translate our scripts into Kiswahili and Hausa at the request of our broadcasting partners.

In some countries, we also work with intermediaries in order to ensure that radio stations are familiar with the resources we offer and that they receive them. For example, Cameroon Link, an NGO run by a former national broadcaster, James Achanyi-Fontem, has helped Farm Radio International grow the number of broadcasting partners in Cameroon to more than 50.

C) The Role of Barza in Knowledge Management

Radio has been proven as an effective tool for farmer education and agricultural extension services for decades. But in the past few years, FRI has seen that a growing number of African radio broadcasters now have regular access to the internet. Therefore, FRI decided to launch Barza to reach and involve large numbers of people, spread out over large distances.

The aim of the Barza virtual platform (VP) is for broadcasters to connect with peers, access and share relevant and appropriate resources and information in order to increase the extent to which rural radio helps African small-scale farmers meet their food security, farming and livelihood goals. By providing all of our resources on one virtual location – scripts, Farm Radio Weekly, and training resources -- we anticipate that broadcasters will be able to develop better radio programs for farmers. Also, there should be opportunities for co-developing knowledge and knowledge exchange between broadcasters, farmers and researchers. Finally, by leveraging the power and reach of the VP, we expect that Barza will allow FRI to increase the number of radio organizations and individuals we work with.

D) Barza's Functions

Barza allows broadcasters to better interact with each other online through the following resources:

- a user profile for each member,
- user status updates,
- an interactive map of radios involved
- radio stations profiles
- discussion forums,
- audio upload and download functionality,
- a resource page,
- e-mail alerts,
- links to other web 2.0 platforms such as a Facebook Page for the community and
- a content-rating system and much more.

Box 1 (on p. 4 and 5) lists the various resources of Barza with descriptions of how they can be used.

E) IDRC's Canadian Partnerships (CP) Grants

IDRC's CP provided funds for Barza, the social networking site for African farm radio broadcasters which is a component of FRI knowledge management strategy. With support from IDRC, Farm Radio International was able to leverage funding from the Technical Centre for Agricultural and Rural Cooperation (CTA) to support the creation of Barza. FRI also used funds received from individual Canadian donors towards the initiative.

F) Evolution of Barza, Successes and Challenges

Work on Barza started in late 2009. Working intensively with Digital for Good (D4G), a South Africa based website development company; we tried to ensure that Barza meets the needs and wishes of the broadcasters in FRI's network. We identified needs by conducting an online survey of broadcasters, asking potential users to identify which tools they would like to see on a VP.

At the beginning of October, 2011, we emailed 100 broadcasters who had previously indicated they were interested in testing the beta version of the site, to sign up and try out the features. Around 50 broadcasters responded.

We also asked members of the Barza advisory group to test the VP. The advisory group was formed early on in the project. Individuals from African radio stations, agricultural media and development organizations and web developers were asked to participate in the advisory group and help guide the development of Barza.

FRI surveyed around 1,000 African broadcasters partners, and asked them to suggest names for the online community. We short-listed six and then invited the subscribers and broadcasting partners to vote. "Barza" -- a French Congolese word with Kiswahili roots that means, "The place where people in a village meet under a tree to talk and sort out questions concerning the community" -- was the winner.

In early November, the English Barza VP was launched publicly through an announcement in Farm Radio Weekly and by direct emails to the stations and individuals that receive and contribute to FRI's broadcaster resources. In late December, we launched the French version of Barza.

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G) Outcomes to Date

It is still too early to tell how well Barza is meeting its objectives. However, in December 2011, we engaged an external evaluator to analyze the site usage with Google analytics, survey Barza users, create two case studies and write recommendations for improved site usage (see attached evaluation). Through Google analytics, we have learned that since its launch in November 2011, Barza has seen traffic steadily increase in terms of daily visits, number of unique users and number of pages viewed per visit. While many of these users are our broadcasting partners, others are completely new to FRI.

User Profiles:

As of mid-February 2012, around 200 people had signed up to Barza. Of these, 151 from 26 countries in sub-Saharan Africa are signed up to Barza. The majority of these 151 users are broadcasters. Users have been for the most part able to upload pictures, fill out their information (their location, the languages they speak, what they do, the agricultural and broadcasting topics that interest them), update status, follow friends, post messages on walls, upload scripts and stories, upload audio and create events. (See Appendix 1.9 for example of user profile and explanation of user's use of Barza VP)

Box 1: Case Study of a Barzaddict

One example of a Barza user is James Karuga. James is a Barza member from Kenya and a reporter. He has been a very keen "Barzaddict" as he has called himself. Unlike many of the journalists associated with Barza, James is a print reporter as opposed to a radio broadcaster. He has written agri-business for Business Daily Africa, New Agriculturalist, Africa Good News. He also writes scripts as a part time hobby, when not travelling all over Kenya looking for stories. Barza has allowed James to use the social network as a tool to learn more about programs, and agriculture all over Africa and not just Kenya. James has been actively using his profile page to post stories he has written and share agricultural events happening in Africa with the rest of the Barza community.

Discussions forums:

The Introductions forum is a space in the Discussions section of the Barza VP where members can get to know each other. There, they introduce themselves and their work. Also, we have created a space for them to exchange stories. This has worked well so far, giving people the ability to explore how to create posts on discussion forums as they familiarize themselves with the Barza VP.

Also, in February, we introduced a new forum in the Discussions section called Barza Café. We emailed all our Farm Radio Weekly subscribers (<http://weekly.farmradio.org>), asking them to join Barza and to participate in the Barza Café by starting to identify their own topics for discussions. (See Appendix 2.0 for copy of email that was sent out to through Farm Radio Weekly)

Through the Barza Café, Lydia Ajono, the executive director of Radio Gurune in Ghana, started a discussion based on a story she read on the Environmental News Network about organic brown rice and arsenic. Lydia said: *"I am concerned because in my community brown rice is cultivated without chemical fertilizers, and it has been our favourite food."*

Because she provided a link to the story about brown rice and arsenic in Bangladesh, one of our staff members, David Mowbray, answered her post with the following:

"You raise an interesting topic. Arsenic in rice is not a new problem. In Bangladesh CIMMYT has done intensive studies on the subject. Mostly the arsenic accumulates in soil because of ongoing, intense irrigation. But the irrigation is from ground water, not dam water. The arsenic is leached from soil underground. In Bangladesh it has been a serious concern -- and even more of a concern for their drinking water. Reducing the use of boreholes, more conservation tillage have helped the rice situation in Bangladesh. I doubt that the brown rice in your local communities will have any contamination. I will contact my friends at CIMMYT to see if I can get you better information."

We have yet to hear from CIMMYT but this story illustrates how through a discussion, we are able to try to see what experts we can get in touch with to provide broadcasters with some answers to more technical questions that may arise.

A Potential for Shifting Power Relationships

Through Barza we are establishing new connections with other media people who are interested in and dedicated to agricultural media. When FRI started in 1979 (known back then as Developing Countries Farm Radio Network), information and knowledge management was top-down – we disseminated scripts written in Canada. Barza creates the potential for more horizontal, user-developed knowledge management.

H) Challenges

Community participation has been hard to maintain. When people first sign up they are very enthusiastic; they want to fill out their profiles and introduce themselves in the Introductions forum. However, over time, it seems that the initial enthusiasm wanes, perhaps due to issues of availability and cost of internet access, and users not having sufficient time or skills to utilize Barza.

The last point is particularly important. A lesson for FRI is that users have varying levels of expertise in using social networks. In the future, FRI will dedicate more time and energy in helping users understand how best they can use the various functions of Barza, especially when it pertains to user-generated content, as it is an important aspect of Barza – moving from a top-down (FRI-to-user approach) to a more horizontal approach (broadcaster-to-broadcaster exchange)

As we have been very focused on increasing radio broadcaster membership, for the time being the Barza VP is allowing FRI to interact with new radio practitioners outside of our network but it has not yet allowed us to link up with extension agents or other agricultural experts.

Finally, only a small percentage of users are women. This is not surprising, given that the majority of rural radio broadcasters are men. In the coming months, we will devote energy to encouraging women broadcasters to join the site and will be providing them with extra orientation support.

I) Future Changes

As Barza continues to grow, FRI wants to start adding and/or enhancing the following features as suggested by Barza members in the December 2011 survey:

- developing online interactive training segments;
- more “expert-based” resources from relevant people in the topic of discussion;
- easier ways for users to create content; and
- a “lite” version of the site for faster load times and greater connectivity.

FRI also plans to work with its partners to provide broadcasters with access to an e-Resource Centre. The e-Resource Centre will draw from a wide range of existing sources, including: FRI’s scripts, issue packs, news stories, and magazine for broadcasters (Voices); Rural Radio Resource Packs from the CTA, information for broadcasters from FAO, Agfax, and WrenMedia. The e-Resource Centre will also be a space where broadcasters can post content that they have generated, such as radio programs and scripts.

With the help of the Commonwealth of Learning (COL), FRI plans to provide free e-Learning courses on a range of topics. This will include a new e-Learning course on producing a regular program for farmers, as well as two online scriptwriting courses already developed with COL that focus on healthy communities and smallholder farmer innovation. Other e-Learning modules developed by COL will also be housed on Barza.

FRI will also work with INSEAD, a graduate business school that has developed a tool for the automatic generation of weather forecasts for all areas of Africa and is currently developing a market price information system based on crowd sourcing. This would provide Barza users easy and reliable access to essential, locally relevant information for daily farm broadcasts, including location-specific weather forecasts and market price information for agricultural products.

To develop a “Barza Lite” version of the site that users can access from their cell phones, FRI wants to engage a website developer who has expertise in user interface to ensure all the resources are as user-friendly and intuitive as possible.

There are also other tools that our broadcasters said they would like to see on the VP through the initial survey we conducted with them. These tools were not seen as an immediate priority but would still be interesting to explore in the future, if funding permits.

SMS Linkages:

As many in Africa are increasingly accessing information through their mobile phones, it makes sense to make some content SMS-able. Using SMS, we can enable interaction between mobile users and Barza. Features would include:

- sending SMS messages ;
- collecting, confirming, and storing mobile information for Barza users; and

- sending batch messages to Barza users.

We also want to see how content can be emailed via mobile phone and directly uploaded to Barza. This would allow users to, at the very least: update their status, comment on posts, submit questions and reply to forum posts.

Phone-casting/ audio publishing:

This would allow broadcasters in the field to conduct interviews for radio by using their mobile phones. There are a variety of solutions available. Users can record the interview and email the MP3 or subsequent sound file to an email address. Alternatively, they can attach a sound file to an MMS message and send it to a dedicated mobile number. D4G will investigate solutions like iPadio for live broadcasts. It would be ideal to integrate as much as possible as the process would involve registration of a phone number and the selection of a password. Ideally, a toll free number would be provided. Then, it would be a question of entering a password and start recording. The idea is that the recording would instantly be available as a phlog (phone blog) on a platform like iPadio. D4G would need to investigate how iPadio could be integrated with Barza.

J) Post-Forum Reflections

Participating in the IDRC Learning Forum allowed us to reflect on what we have done so far, what we need to improve and what new innovative tools can be added to Barza.

The findings that VPs should support local level knowledge sharing really resonated with us as we think about making Barza as relevant and user-friendly as possible for broadcasters. We recognize the need for personal connection, and that identifying and working with bridging organizations and addressing culture and skills for knowledge sharing are important aspects to keep in mind to improve or introduce the site's features.

Michael Furdyk's keynote presentation emphasized how future tools (e.g. mobile, smartphone computing) could make Internet access more available and affordable than ever before. However, we need to consider how much staff time we can dedicate to integrating these kinds of tools with our VP and the costs involved. For example, Furdyk presented a new tool called Twilio, which would enable us to bulk-text-message Barza users with the latest updates and activities happening on Barza. While SMS is a means of communication that could make us more accessible and connected to Barza users, we need to ensure this is worth the cost. For example, will users be more active and engaged on Barza if they receive text message reminders about the site? FRI may consider piloting this with a few users and decide to scale up if we find the results are encouraging.

Another relevant element of Furdyk's presentation concerned seeking stakeholder voice by making sure we have a member advisory committee to guide engagement. Considering many on the online advisory group we set up at the outset were not very active or responsive, however, we are rethinking our strategy. With funding from the CTA pending approval, we are planning to convene a face-to-face advisory group member meeting in our office in Arusha, Tanzania in summer 2012 (With a mix of new and old advisory group members). This meeting

will also double up as a training with some of our most active Barza users, to get feedback on the site and help users make the best of Barza.

K) Links to other Online Resources

To learn more about our work and Barza, please visit:

- Farm Radio International's website: www.farmradio.org,
- Farm Radio International's scripts: <http://www.farmradio.org/english/radio-scripts/>,
- Farm Radio Weekly: <http://weekly.farmradio.org/> and
- Barza: www.barzaradio.com.

Appendix 1

A Guided Tour of Barza

The next pages provide a “guided tour” of Barza via a series of screen shots.

Registering on Barza: Members can create their own user profiles by filling out a registration form (See Appendix 1.1)

User profiles: After registration a user profile is created. A registered user can: update their status, upload a script, upload an audio file, upload a photo, upload a video and share an event. They can also follow other members and invite their colleagues to join the site. (See Appendix 1.2)

Radio Station Profile: Once a radio station has registered, it gets its own radio station profile, with its own unique URL which it can share with others. A radio station profile allows each member station to share basic information about itself, including the type of station, its frequency, the number of staff, the language of broadcast. The station also has a “wall” where it can post messages and where people can leave messages for it. The wall can also include: a list of station staff; the station schedule; uploaded scripts; uploaded audio clips, videos and photos; event announcements, and blog posts. (See Appendix 1.3)

Find a radio station: By doing a search for a radio station by name, type of radio station, country or even by clicking directly on the interactive map, radio broadcasters will be able to find other radio stations which are registered on Barza. If the radio station is not registered yet, they can fill out a form which will allow them to be part of the list of radio stations. (See Appendix 1.4)

Discussions: The “Discussions” (or d-group) section of Barza is a place where members can interact with each other on various topics of interest to them and their listeners, and where they can exchange ideas and learn from each other. The d-groups also allow people to:

- gain new knowledge from the resources provided through the site and from the other participants in the d-group;
- challenge each other to consider perspectives they hadn’t previously considered;
- encourage action such as producing radio scripts that can be shared on the topic that is discussed;
- share ideas for and experience with program formats that can work well with the topic that is being discussed; and
- share other resources they are aware of and have used to address the theme (i.e. going beyond just the resources we provide through the site).

Within the discussions, users have the:

- ability to reply with a full rich text WYSIWYG editor;
- ability to subscribe to a daily or weekly digest of discussion topics (based on their preference); and
- ability to “quote” what a previous member has written earlier in a thread.

There are currently four main discussions that are being moderated on Barza:

- an Introductions discussion where people can meet and greet;
- a Climate Change Adaptation discussion which provides probing questions and resources on the topic;
- a Community Participation discussion on how to engage the audience in radio programming; and
- a Broadcasting Tips discussion that provides useful information on varying broadcasting technologies.

These discussions are a launch pad. With guidance from the site moderators and email digests, users are encouraged to create their own spin-off discussions. (See Appendix 1.5)

Resources page: The resources page is a space where Barza users can find information uploaded to the site pertaining to agriculture and broadcasting. Barza users can search by topic as well as by resource type: audio, scripts, photos, Farm Radio Weekly news feed and featured blog posts. The page also features a tag cloud that allows Barza users to visually see what topics are available and which ones are most popular. (See Appendix 1.6)

Finding an event: This is a place where Barza users can search for events through an interactive map, a clickable calendar, or by entering the date, place or name of the event. (See Appendix 1.7)

Barza email digest: The Barza email digest is a round-up of the latest activities of the Barza VP. (See Appendix 1.8)

To help broadcasters get familiar with the site, FRI staff and two African moderators are monitoring site use and responding to questions and requests for assistance.

1.1 Registration form

The screenshot shows a web browser window with the address bar displaying `dev.barzaradio.com/account/register`. The page title is "Register | Barza". On the left, a vertical red bar contains the text "BARZA DEVELOPMENT". The main content area is titled "Register" and contains the following fields and instructions:

- Username:** * [text input]
Spaces are allowed; punctuation is not allowed except for periods, hyphens, and underscores.
[Check username button]
- E-mail address:** * [text input]
A valid e-mail address. All e-mails from the system will be sent to this address. The e-mail address is not made public and will only be used if you wish to receive a new password or wish to receive certain news or notifications by e-mail.
- Password:** * [text input]
- Confirm password:** * [text input]
Provide a password for the new account in both fields.
- Name:** * [text input]
- Surname:** * [text input]
- Terms and Conditions of Use:**
☐ Accept Terms & Conditions of Use *
- [Create new account button]

On the right side of the page, there are social media sharing buttons: "Me gusta", "Tweet 0", and "Share". Below these is a section titled "Already Registered?" with the following options:

- Username or e-mail: * [text input]
- Password: * [text input]
- [Log in button]
- Log in using OpenID
- + Create new account
- + Request new password

Below the "Already Registered?" section is a section titled "Why Register?" with the following text:

Registration with BarzaRadio takes less than 2 minutes and you can join a thriving African broadcasting community and get access to a host of benefits. Among them are:

» 25 reads

Bassily, Nelly and Blythe McKay. 2012. *Barza: A social networking site for African farm radio broadcasters*. Farm Radio International. A Participant Reflection Paper for the 2012 IDRC Canadian Learning Forum.

→ ↺

dev.barzaradio.com/member/4/edit

☆ ⚙

More about your work

Radio station or organisation you work for:

- None -

Other station or organisation:

If your Radio station or organisation does not appear in the list above, please add it here.

What do you do?:

Farm Radio Employee

I'm working on...:

What are you working on? What are you interested in?

Website:

Community

What I expect from this community...:


What topics are you interested in?

Broadcasting:

1.2 User profiles

www.barzaradio.com/member/176

☆ Google



Ismaila Senghore

the routine management of the FM Station Management and the administration of programmes of the Education and Development Unit. I also broadcast and produce educational and development programmes. right now, i am implementing the Audio visual Documentation of The Gambia's National Forest Programme (NFP), as Ad-Hoc Coordinator of The National Network of Communicators on Climate Change (NNCCC))

Hi Busi, Thanks! I can't still figure out how the secret word at forums is recognized and entered. so i chose to reply to your message here. i to figure everything out soon. all the best! ismaila.

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Leave Ismaila A Message


Type your message here.

[Send](#)




Ismaila Senghore has added forum **Climate Change and The Gambia**.

2 weeks ago [Comment](#) [Like](#) [Delete](#)




Ismaila Senghore posted on their wall:
Hi Busi, Thanks! I can't still figure out how the secret word at forums is recognized and entered. so i chose to reply to your message here. i to figure everything out soon. all the best! ismaila.

2 weeks ago [Comment](#) [Like](#) [Delete](#)



Ismaila Senghore now follow Nakaseke Community Radio 102.9 FM

2 weeks ago [Comment](#) [Like](#) [Delete](#)



Ismaila Senghore has added forum **Ismaila's intro**.

[Like](#)

[Tweet](#) 0

[Share](#)

More About

BIRTHDAY: 04 February 1960
LANGUAGES: English, French
WHAT DO YOU DO?: Station Manager
TOPICS FOLLOWING: Audio, [Commercial Villages](#), [Crop production](#), Gender, new item, TB Treatment, Broadcasting techniques, Climate change, Equipment, Community development , HIV/AIDS, Manuals, Health, Tips, Malaria, Video, Food processing and storage, Polling, Land grabs, Livestock and beekeeping , Market information , Soil health, Trees and agroforestry, Water and sanitation

MEMBER SINCE: 18 Nov 2011
LAST LOGIN: 05 Dec 2011


3
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4
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Send Email
E-mail: isenghore@hotmail.co.uk
Telephone No.: +220 9967 916
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Following




Farm Radio Employee
Nelly



Farm Radio Employee
Kevin



Farm Radio Employee
Blythe



Oge

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14

1.3 Radio Station profile

The screenshot shows the Barza website interface. At the top, there's a header with the Barza logo, a search bar, and user account options (YOUR ACCOUNT, LOGOUT) with a welcome message for Nelly Bassily. A navigation menu includes Home, Profile, Blog, Discussions, Radio stations, Resources, and Help. The main content area features a profile for 'Rite 90.1 Fm' with a green header. The profile includes a description: 'Working as ONE, for Agricultural change and Development in Ghana'. Below this, it lists station details: LOCATION: Ghana, TYPE OF STATION: Public, FREQUENCY: 90.1, STAFF: 0, AUDIO STREAM: http://www.ritefmonline.net/ritefmonline/Rite90.1FmStreaming.htm, and LANGUAGES: English, Other. To the right of the text is a circular logo for Rite 90.1 FM. Below the profile text are buttons for 'Unfollow' and 'Edit Station'. A horizontal menu contains tabs for ABOUT, WALL, STAFF, SCHEDULE, SCRIPTS, BLOG, MEDIA, and EVENTS. The 'ABOUT' tab is selected, showing a paragraph about the station's approach to promoting farming business through radio. To the right of the profile, there are social media sharing buttons (Like, Tweet, Share), a 'Quick Links' section with links to Discussion forums, Events, Farm Radio News, Find a Radio Station, Find Resources, Training Opportunities, and Tour the Website. Below this is a 'Contact Us' section with telephone numbers, address (Somanya, Ghana), email contact form, and website URL. At the bottom right, there's a 'Followers' section showing two users, both labeled 'Farm Radio Employee'.

Barza BETA Version
an Initiative by Farm Radio International and the Technical Centre for Agricultural and Rural Cooperation (CTA)

SEARCH YOUR ACCOUNT LOGOUT
Welcome Nelly Bassily

Home Profile Blog Discussions Radio stations Resources Help

Rite 90.1 Fm

"Working as ONE, for Agricultural change and Development in Ghana"

LOCATION: Ghana
TYPE OF STATION: Public
FREQUENCY: 90.1
STAFF: 0
AUDIO STREAM:
<http://www.ritefmonline.net/ritefmonline/Rite90.1FmStreaming.htm>
LANGUAGES: English, Other

You are following this Station

Unfollow Edit Station

ABOUT WALL STAFF SCHEDULE SCRIPTS BLOG MEDIA EVENTS

The approach was simple promote farming business through the medium of Radio i.e. Use radio to focus on Agricultural and social development issues but this time to a broader group by reaching some parts of the Greater Accra, Volta and Eastern regions.

The eventual aim of programs running and those yet to come are to highlight mainly anything that feeds directly/indirectly into the Agricultural industry/chain i.e. food production, Agro processing, Agro chemicals, Agric machinery/Equipment, Transportation, packaging, Government policies, Non governmental organisations, Consultants, Educational and research institutions and other stakeholders in the agricultural sector.

Like Tweet 0 Share

Quick Links

- Discussion forums
- Events
- Farm Radio News
- Find a Radio Station
- Find Resources
- Training Opportunities
- Tour the Website

Contact Us

Telephone No.: 0342550466 / 0244317322 / 0244478496
Address: Sra
Somanya
Ghana
Email contact form
Website: <http://www.ritefmonline.com>

Followers

Farm Radio Employee Farm Radio Employee

Bassily, Nelly and Blythe McKay. 2012. *Barza: A social networking site for African farm radio broadcasters*. Farm Radio International. A Participant Reflection Paper for the 2012 IDRC Canadian Learning Forum.

1.4 Finding a radio station

Radio Stations

Search for radio stations close to you, by type of radio station or if you know the station's name, type it in. If you don't see your radio station listed here, complete the [application form](#) and we can list you on the map.

Like


Tweet 0

Share

Quick Links

- [Discussion forums](#)
- [Events](#)
- [Farm Radio News](#)
- [Find a Radio Station](#)
- [Find Resources](#)
- [Training Opportunities](#)
- [Tour the Website](#)

Closest To Me



Search

By name:

Start type in a name. A list of matches will appear from where you can select a name

By type of station:

All

By country:

Search

Don't See Your Station?

Add your station now!

1.5 Discussions


Discussions			
DISCUSSIONS HOME	ACTIVE TOPICS	UNANSWERED TOPICS	NEW TOPICS
MARK ALL READ			
<p>If this is your first visit, be sure to check out the FAQ by clicking the help link above. You will have to register before you can post: click the signup link above to proceed. To start viewing messages, select the forum that you want to visit from the selection below.</p>			
Welcome Forums		Topics	Last post
56 Posts	Introduce yourself here Introduction forum	18	Introducing myself! by Gladson Makowa 2 Dec 2011 - 8:45pm
16 Posts	After you introduce yourself, please join us here to participate in an icebreaker activity! Icebreaker instructions: 1. Share an amazing adventure in which you were involved or something sensational that happened to you. It would be great if this were radio related, but if you have another amazing story to tell, please feel free. Aim at approximately 10 lines. Click on 'reply' to share your story! 2. Find a story that really inspires you. Indicating why you would or wouldn't have liked to be in your colleague's shoes. To reply to any of the postings, click on 'quote' or type @(the writer's name) so we know who you are replying to.	5	The power of radio by Mikul Tubah 21 Nov 2011 - 9:34pm
Agriculture		Topics	Last post
0 Posts	Climate Change Adaptation Want to know more and discuss ideas around how farmers are adapting to climate change in your area? This forum is the place to ask questions and get resources on this very important topic.	0	n/a
0 Posts	Can you share with us what you think of when you picture "climate change"?	0	n/a
1 Post	What's one of the things you have always wanted to know about climate change adaptation?	1	How will the Durban UNFCCC COP17 summit help finance African climate change adaptation?

1.6 Resources page

Resources


Welcome to the Resources page - a place where you can find any information relating to Agriculture, Broadcasting or any other Miscellaneous topic. Listed here are scripts, photos, news, blog posts and Farm Radio Weekly articles. Enjoy!

Browse By




Agriculture

Crop production	TB Treatment	Climate change
Community development	Food processing and storage	Land grabs
Livestock and beekeeping	Market information	Soil health
Trees and agroforestry	Water and sanitation	



Broadcasting

Audio	Broadcasting techniques	Equipment
Manuals	Tips	Video



Miscellaneous

Commercial Villages	Current Affairs	Gender
new item	HIV/AIDS	Health
Malaria	Polling	

[Like](#) 1

[Share](#) 1

[Tweet](#) 0

Quick Links

- [Discussion forums](#)
- [Events](#)
- [Farm Radio News](#)
- [Find a Radio Station](#)
- [Find Resources](#)
- [Training Opportunities](#)
- [Tour the Website](#)

MOST POPULAR CONTENT

- [Introducing myself!](#)
- [Welcome to Barza](#)
- [Organic cotton under threat from GM cotton](#)
- [Benin: Young entrepreneurs touted as the future of agriculture \(IPS\)](#)
- [Sali Samake's journey from literacy class to weather reports](#)

MOST COMMENTED

LATEST NEWS

HOT TOPICS

EVENTS

AFRICAN FARM NEWS

Farm Radio Weekly 

1.7 Finding an event

Search

1.8 Barza email digest

Barza forum digest

[DISCUSSIONS HOME](#) [ACTIVE TOPICS](#) [UNANSWERED TOPICS](#) [NEW TOPICS](#) [MARK ALL READ](#) [MODERATOR PANEL](#)

Latest topics

Forum: [Can anyone share stories about what attitude farmers and other rural people in their areas have toward climate change?](#)

[Looking To The Sky](#)

Mikul Tubah - 30 Nov 2011 - 10:03pm

[4 comments](#)
[3 new](#)

Yes , as we see that the greatness of the polar ice is melting and we know, there will be more rain ...somewhere , sometime . The question of sometime is what's important , because...

Most active topics

Forum: [Introduce yourself here](#)

[Introducing myself!](#)

Nelly Bassily - 17 Oct 2011 - 11:04pm

[11 comments](#)

Hello fellow Barza members!

I'm Nelly Bassily. I work with Farm Radio International in the Ottawa office. I have been working on the Barza online community from its inception. I'm very,...

[Hello from newest Kenyan Barzaddict](#)

James Karuga -9 Nov 2011 - 10:57pm

Hello I am James from Kenya. I report on agriculture though I am a print scribe not a radio journalists like most of You. Hopefully You will welcome me nonetheless. I have written agri-business for...

[2 comments](#)
[2 new](#)

Forum: [How does your station collect feedback on programs? Give us examples of how you use this feedback.](#)

[Radio Programs Feedback](#)

Busi Ngcebetsha - 17 Oct 2011 - 11:04pm


[4 comments](#)
[3 new](#)

Radio stations provide a service to the community. They are sources of information. As a radio station, your mandate is to deliver accurate information to your listeners. The...

Why don't you [start a discussion of your own?](#)

Thank you
The Barza Team

1.9 Example of Barza user James Karuga



James Karuga

Writing scripts and agricultural stories for various publications

a story am proud of <http://www.howwemadeitinafrica.com/kenyan-poultry-entrepreneur-turns-6-i...> shows possibilities in Africa Dark Continent no MOOORE

You are following James


Unfollow

WALL FRIENDS RADIO STATIONS SCRIPTS MEDIA TOPICS EVENTS

Leave James A Message


Type your message here.

Send




James Karuga posted on their wall:
a story am proud of <http://www.howwemadeitinafrica.com/kenyan-poultry-entrepreneur-turns-6-i...> shows possibilities in Africa Dark Continent no MOOORE

1 day ago [Comment](#) [Like](#) [Delete](#)




James Karuga posted on their wall:
Indigenous Fruit Trees alter fortunes of Kenya Arid Land Farmers <http://www.africagoodnews.com/development/agriculture/2776-indigenous-fr...>

1 week ago [Comment](#) [Like](#) [Delete](#)



James Karuga posted on their wall:
nice story on bio-prospecting pitch accepted work for next week

2 weeks ago [Comment](#) [Like](#) [Delete](#)



James Karuga posted on their wall:
first day of extension and rural innovation conference Nairobi went super great and met a couple of

[Like](#) [Tweet](#) [Share](#)

More About

LOCATION: Nairobi , Kenya
BIRTHDAY: 10 April 1982
LANGUAGES: English, Swahili, Other
WHAT DO YOU DO?: Field Reporter
TOPICS FOLLOWING: [Crop production](#), Gender, Community development , Malaria, Food processing and storage, Livestock and beekeeping , Soil health







MEMBER SINCE: 08 Nov 2011
LAST LOGIN: 15 Nov 2011

10 Followers **9** Following

Contact Me

Send Email
E-mail: james.karuga@gmail.com
Telephone No.: +254 725 448 438
Twitter: [@karugaj](#)






Following



Farm Radio Employee Field Reporter Farm Radio Employee Farm Radio Employee
Blythe Bob Karen Oge Kevin


[VIEW MORE](#)

Followers




Farm Radio Farm Radio Other Producer Farm Radio

2.0 Barza Café email



Introducing Barza Café

What's the Barza Café? This is the place in the discussions section where you can take a break and share whatever you want to share with the Barza community. Hang out and start your own discussions. We encourage you to start a conversation on a topic that's of interest to you. Maybe you're working on an agricultural radio piece you'd like to ask your peers questions about. This is the place to start that dialogue:



<http://www.barzaradio.com/forums/welcome-forum/barza-cafe>

-The Farm Radio International team

What's Barza?

Barza is the online community for radio broadcasters! On Barza you can:

- Get connected** with people in the broadcasting industry in Africa, creating programmes like you are. Find colleagues and make new friends and connect with people who are interested in the same things you are.
- Our discussion forums** are lively places where you can discuss anything and ask any question. We're waiting to hear from you!
- Follow radio stations** and read their blogs, follow their staff and get access to their content. Find registered radio stations throughout Africa.
- When you register with Barza you can upload scripts,**

NOT ON BARZA YET?

SIGN UP NOW **FREE**

ABOUT FARM RADIO

- Visit our website
- Learn More
- Visit our Blog
- Download Radio Scripts

FORWARD TO A FRIEND

Forward this email to someone you think may be interested

Forward

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